

## Message Text

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ACTION ARA-20

INFO OCT-01 ISO-00 AID-20 CIAE-00 COME-00 EB-11 FRB-03

INR-11 NSAE-00 RSC-01 TRSE-00 XMB-07 OPIC-12 SP-03

CIEP-03 LAB-06 SIL-01 OMB-01 NSC-07 SS-20 STR-08

CEA-02 PA-04 PRS-01 USIA-15 DRC-01 /158 W

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R 302057Z JUL 74

FM AMEMBASSY NASSAU

TO SECSTATE WASHDC 5840

UNCLAS SECTION 1 OF 2 NASSAU 1362

E. O. 11652: N/A

TAGS: BEXP BF

SUBJ: FY 1975 - COMMERCIAL ACTION PROGRAM: BAHAMAS

REF: NASSAU 1121

FOLLOWING IS REFTEL AMENDED AS PER AGREEMENT WITH DEPT AND  
COMMERCE:

1. CAMPAIGN NO. 1

EQUIPMENT, ENGINEERING DESIGN AND CONSTRUCTION SERVICES FOR  
ATLANTIC TERMINAL AND TANKERS OIL REFINERY/TRANSSHIPMENT  
TERMINAL.

ANNUAL MAN-DAY ALLOTMENTS: FSO-5 G. HAWKINS - 17 M-DAYS,  
FSL-4 C. GIPPS - 17 M-DAYS, DCM: R.RIDGWAY - 7.5 M-DAYS

ACTION 1: EMBASSY ENLISTS ASSISTANCE OF AMERICAN EMBASSY BERN  
TO OBTAIN INFORMATION ON SERVICE AND EQUIPMENT REQUIREMENTS  
FOR PROJECT FROM HEAD (GEORGESCU) OF ATLANTIC TERMINAL AND  
TANKERS OIL REFINERY/TRANSSHIPMENT TERMINAL HEADQUARTERED  
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ACTION 2: BEGINNING WEEK OF JULY 29, HAWKINS (WHO ARRIVES

POST ON OR ABOUT JULY 21) CALLS PERIODICALLY ON OFFICIALS OF BAHAMAS DEVELOPMENT CORPORATION TO DETERMINE STATUS OF PROJECT.

ACTION 3: R. RIDGWAY (DCM) AND HAWKINS ALSO USE DEVELOPMENT CORPORATION CONTACTS TO LEARN WHEN ATLANTIC TERMINAL AND TANKERS OIL REFINERY REPRESENTATIVES ARE IN NASSAU.

ACTION 4: HAWKINS ESTABLISHES CONTACT WITH FIRM'S REPRESENTATIVES WHEN IN NASSAU. DCM AND AMBASSADOR MEET, AS APPROPRIATE, WITH AS MANY COMPANY OFFICIALS AS CAN BE LOCATED.

ACTION 5: ATLANTIC TERMINAL PURCHASING AUTHORITIES IDENTIFIED.

ACTION 6: WITHIN ONE WEEK OF MEETING WITH THE FIRM'S REPRESENTATIVES OR IDENTIFICATION OF PURCHASING AUTHORITIES, WHICHEVER MEETING OCCURS SOONEST OR IS MOST FRUITFUL, HAWKINS IDENTIFIES SPECIFIC COMMODITIES AND SERVICES AS APPROPRIATE AND SOURCES OF FUNDING.

ACTION 7: TRADE OPPORTUNITIES SUBMITTED IMMEDIATELY AFTER ACTION 6.

2. CAMPAIGN NO. 2

PIPE/PUMPS, TREATMENT PLANTS FOR PLANNED NEW PROVIDENCE SEWER SYSTEM.

ANNUAL MAN-DAY ALLOTMENTS: FSO-5 G. HAWKINS - 17 M-DAYS, FSL-4 C. GIPPS - 17 M-DAYS, DCM: R. RIDGWAY - 7.5 M-DAYS

ACTION 1: EFFECTIVE UPON ARRIVAL AT POST, HAWKINS INITIATES PERIODIC CALLS AT MINISTRY OF WORKS TO UNDERLINE US INTEREST IN PROJECT AND TO OBTAIN INFORMATION.

ACTION 2: HAWKINS AND RIDGWAY (DCM) ESTABLISH CONTACT WITH CURZON DOBELL, PROJECT CONSULTING ENGINEER.

ACTION 3: BY AUGUST 15, HAWKINS MEETS REGINALD WOOD, FINANCIAL SECRETARY AT MINISTRY OF FINANCE, TO DISCUSS FINANCING  
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ARRANGEMENTS UNDER CONSIDERATION AND TO DETERMINE ROLE, IF ANY, FOR EXIM TO PLAY.

ACTION 4: AS SOON AS POSSIBLE AFTER PRESENTATION OF CREDENTIALS, AMBASSADOR CALLS ON MINISTER OF WORKS TO EXPRESS GENERAL US INTEREST IN GCOB PUBLIC WORKS PROJECTS AND PARTICULAR INTEREST IN SEWAGE PLANT.

ACTION 5: DCM AND HAWKINS, BY OCTOBER 30, FOLLOW UP WITH MINISTER ON TIMETABLE FOR PROJECT BIDDING.

ACTION 6: BY NOVEMBER 30, HAWKINS WILL MEET AGAIN WITH DOBELL AND THE FINANCIAL SECRETARY TO OBTAIN ADDITIONAL DETAILS ON THE SERVICES AND EQUIPMENT REQUIREMENTS AND THE TIMETABLE FOR BIDS (NOW SCHEDULED FOR JANUARY/FEBRUARY 1975).

ACTION 7: ANOTHER MEETING WITH THESE PEOPLE WILL BE HELD IN EARLY JANUARY TO OBTAIN BID DOCUMENTS AND TO ENSURE THAT US FIRMS ARE INVITED TO BID.

### 3. CAMPAIGN NO. 3

ENGINEERING/EQUIPMENT FOR PLANNED NEW CEMENT PLANT.

ANNUAL MAN-DAY ALLOTMENTS: FSO-5 G. HAWKINS - 17 M-DAYS, FSL-4 C. GIPPS - 17 M-DAYS, DCM: R. RIDGWAY - 7.5 M-DAYS

ACTION 1: EFFECTIVE IMMEDIATELY, EMBASSY REQUESTS APPOINTMENT WITH BERGE S. BERGSSON OF SEABULK INTERNATIONAL, FORT LAUDERDALE, TO DISCUSS CEMENT PLANT PROJECT DURING NEXT VISIT TO NASSAU.

ACTION 2: EFFECTIVE JULY 29, HAWKINS USES PERIODIC CALLS AT BAHAMAS DEVELOPMENT CORPORATION TO FOLLOW STATUS OF PROJECT.

ACTION 3-6: SAME KIND OF ACTIONS AS FOR CAMPAIGN NO. 1 ABOVE, TO BE INITIATED AS SOON AS PROJECT TAKES SHAPE.

### 4. CAMPAIGN NO. 4

HARDWARE ITEMS (CHAINS, NUTS, BOLTS, LOCKS, SCREWS, HAND AND UNCLASSIFIED

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MACHINE TOOLS, ETC.) (TOP LIST AND TARGET INDUSTRY).

MAN-DAY ALLOTMENT: FSO-5 G. HAWKINS - 9 M-DAYS, FSL-4 C. GIPPS - 9 M-DAYS

ACTION 1: BEGINNING JULY 1, C. GIPPS CANVASSES THE MAJOR POTENTIAL CUSTOMERS FOR HARDWARE ITEMS AND UNDERTAKES A MARKET SURVEY. ONE OF THE PRINCIPAL AIMS WILL BE TO DETERMINE WHY US SALES IN THIS FIELD ARE BELOW THE 60-70 PERCENT SHARE OF THE MARKET NORMAL FOR US GOODS IN THE BAHAMAS.

ACTION 2: C. GIPPS WILL ALSO DEVELOP AND SUBMIT TRADE OPPORTUNITIES AS MARKET SURVEY PROCEEDS.

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FM AMEMBASSY NASSAU

TO SECSTATE WASHDC 5841

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ACTION 3: IN ADDITION TO USUAL PRACTICE OF PUBLISHING NEW PRODUCTS IN HARDWARE IN THE EMBASSY'S MONTHLY COMMERCIAL NEWSLETTER, MRS. GIPPS WILL SCREEN THE COMMERCE DEPARTMENT COMMERCIAL NEWS FOR NEW HARDWARE ITEMS, MAKE COPIES OF THESE AND SEND THEM DIRECTLY TO THE POTENTIAL CLIENTS.

ACTION 4: MRS. GIPPS WILL PREPARE A LEAD ARTICLE ON THE NATIONAL HARDWARE SHOW (AUGUST 26-29 IN NEW YORK) FOR THE JULY ISSUE OF THE EMBASSY'S COMMERCIAL NEWSLETTER.

ACTION 5: BY JULY 30, MISS HAWKINS WILL DELIVER BROCHURES ON THE NATIONAL HARDWARE SHOW TO THE 12 LEADING IMPORTERS AND STIMULATE INTEREST IN ATTENDING THE SHOW. SHE WILL ALSO USE THESE MEETINGS TO DEVELOP ADDITIONAL TRADE OPPORTUNITIES.

ACTION 6: AS SOON AS POSSIBLE BUT NO LATER THAN AUGUST 5, HAWKINS REQUESTS ASSISTANCE UNDER THE FOREIGN BUYERS PROGRAM FOR THOSE INDIVIDUALS EXPRESSING AN INTEREST IN ATTENDING SHOW.

ACTION 7: BY SEPTEMBER 15 HAWKINS WILL CALL ON THOSE WHO ATTENDED THE SHOW TO FOLLOW UP ON THEIR VISITS AND OFFER ADDITIONAL EMBASSY ASSISTANCE.

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ACTION 8: BY SEPTEMBER 15 DIANE SALISBURY, CULTURAL OFFICER (FSO-5) WILL REQUEST USIA ASSISTANCE IN OBTAINING PROMOTIONAL FILMS FROM AMERICAN MANUFACTURERS. HAWKINS WILL CABLE COMMERCE FOR ASSISTANCE IN OBTAINING OTHER PROMOTIONAL FILMS FROM AMERICAN MANUFACTURERS. HAWKINS WILL CABLE COMMERCE FOR ASSISTANCE IN OBTAINING OTHER PROMOTIONAL MATERIAL.

ACTION 9: BY DECEMBER 30, SET UP AN EXHIBIT OF PROMOTIONAL MATERIALS IN THE EMBASSY COMMERCIAL LIBRARY, AND HOST A RECEPTION FOR POTENTIAL BUYERS. THE FILMS OBTAINED WILL BE SHOWN DURING THE RECEPTION.

5. CAMPAIGN NO. 5

COMPANY CONVENTIONS AND EMPLOYEE GROUP TOURS USED AS AN EXPORT PROMOTION TOUR.

ACTION 1: BY SEPTEMBER 15, HAWKINS WILL MEET WITH THE DIRECTOR OF TOURISM, THE PRESIDENT OF THE BAHAMAS HOTEL ASSOCIATION, THE HEADS OF THE NASSAU/PARADISE ISLAND PROMOTION BOARD AND THE FREEPORT/LUCAYA TOURIST PROMOTION BOARD. HAWKINS WILL SEEK THE COOPERATION OF THESE ORGANIZATIONS IN SUPPLYING ADVANCE INFORMATION ON UP-COMING INDUSTRY CONVENTIONS AND COMPANY TOURS.

ACTION 2: HAWKINS INITIATES REGULAR SCREENING OF THE LISTS OF UPCOMING GROUPS TO DETERMINE WHICH HAVE AN EXPORT PROMOTION POTENTIAL. SHE WILL WRITE THE EXPORT OR SALES MANAGERS OF THE COMPANIES SUGGESTING THAT PROMOTIONAL MATERIAL BE SENT ALONG WITH THE GROUP AND OFFERING THE SERVICES OF THE EMBASSY IN ARRANGING CONTACTS, RECEPTIONS ETC. WITH POTENTIAL BUYERS. EMPHASIS WILL BE PLACED ON TARGET INDUSTRIES OR THOSE WITH GREATEST SALES POTENTIAL.

6. SURVEY CAMPAIGN

MAN-DAYS ALLOTTED: G. HAWKINS - 9 M-DAYS, C. GIPPS - 9 M-DAYS

ACTION 1: BY SEPTEMBER 30, HAWKINS WILL MEET WITH THE GENERAL MANAGER OF THE BAHAMAS TELECOMMUNICATIONS CORPORATION TO

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DETERMINE FUTURE EQUIPMENT REQUIREMENTS FOR THE CORPORATION AND PLANS FOR EXPANSION OF THE TELEPHONE SYSTEM THROUGHOUT

THE BAHAMAS. IF APPROPRIATE, INFORMATION OBTAINED WILL BE INCLUDED IN THE QUARTERLY REVISION OF THE CAP.

ACTION 2: BY NOVEMBER 30, HAWKINS WILL MEET WITH THE PERMANENT SECRETARY, THE FISHERIES OFFICER, AND MR. ROBERT HALL, COOPERATIVES DIRECTOR, ALL IN THE MINISTRY OF AGRICULTURE, FISHERIES AND LOCAL GOVERNMENT TO OBTAIN INFORMATION ON THE STATUS OF THE GOVERNMENT'S EFFORTS TO DEVELOP AGRICULTURE, FISHERIES AND COOPERATIVES IN THESE FIELDS AND DETERMINE IF PROGRAMS ARE FAR ENOUGH ADVANCED TO WARRANT A CAMPAIGN TO PROMOTE USE OF US FARM EQUIPMENT AND MACHINERY, FOOD PROCESSING EQUIPMENT AND FISHING BOATS AND EQUIPMENT.

ACTION 3: BY SEPTEMBER 30 AND AGAIN BY FEBRUARY 28, HAWKINS AND GIPPS WILL ANALYZE AVAILABLE BAHAMIAN TRADE STATISTICS TO DETERMINE: (1) IF AND WHERE THE US IS LOSING ITS SHARE OF THE LOCAL MARKET; (2) IN WHICH PRODUCTS THE US DOES NOT HOLD AT LEAST 60-70 PERCENT OF THE LOCAL MARKET.

ACTION 4: IN CASES WHERE THE US SHARE OF THE MARKET HAS FALLEN, HAWKINS AND GIPPS, IN PERSON, WILL CANVASS IMPORTERS AND DETERMINE THE REASONS AND, IF CONSIDERED APPROPRIATE MARKET STUDIES WILL BE CONDUCTED.

ACTION 5: WHEN REASONS HAVE BEEN DETERMINED A REPORT WILL BE SUBMITTED TO WASHINGTON AND CAP CAMPAIGN DEVELOPED.  
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## Message Attributes

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